

Shoptalker

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PARKER WORLD'S FAIR PAVILION UNDER CONSTRUCTION

Rising above the jumble of construction equipment and excavated bare earth that is typical of any construction site, the Parker World's Fair Pavilion at Flushing Meadows, New York, is taking shape.

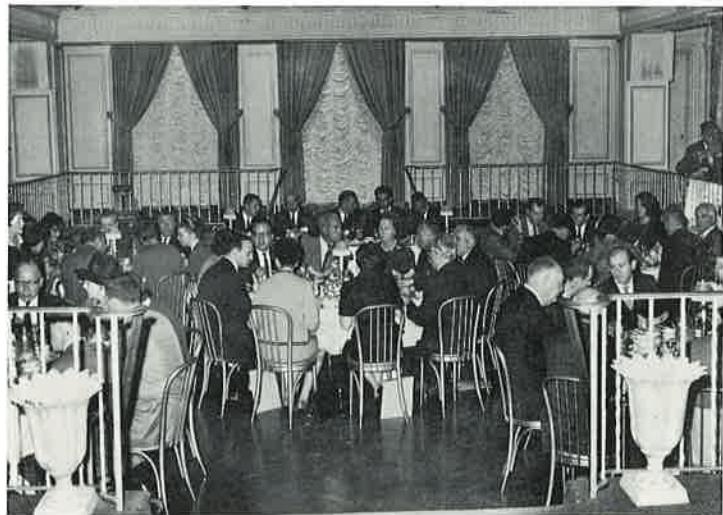
Already completed is the foundation, steel framework, wood roof, decking for the entertainment lounges, electrical wiring, and sewer and water installations. Yet to be completed is the inside finishing work, exterior finishing work, slate flooring, exhibits and displays, the

air conditioned room that will house the computer that will match "pen friends" and the elaborate landscaping.

Plant Engineer George Bagley, who is supervising construction, estimates that the building will be ready for occupancy by the first of February—well ahead of the April 22 opening date of the Fair.

The scene at the lower left bears little resemblance to the view that the Fair's 70-million visitors will see on opening day.





At the left is a partial view of the assembled newsmen at the New York press conference luncheon just before President Daniel Parker was introduced by General Howard Kessinger, general chairman of the Parker World's Fair project. Below, Mr. Parker inspects a model of the writing desks that will provide Parker Pavilion visitors with a comfortable place to write their first letter to a "Pen Friend" or a postcard to the folks back home. Julian Bartolini of the People-to-People organization is shown with Mr. Parker. People-to-People, headed by General Dwight D. Eisenhower, is co-operating with Parker in the "International Pen Friend Program."



New York City Press Conference Introduces Parker's World's Fair Plans

It is rare that The Parker Pen Company has reason to call together the august body of press corpsmen who center in New York City. The cause must be legitimate and important. Only twice in the past decade has such an opportunity presented itself.

The most recent event to warrant such a face-to-face meeting was on October 8 when Parker officially announced its participation in the coming World's Fair and the inauguration of "the biggest pen pal project ever." Sixty-three press representatives turned up at the Gotham Hotel for the luncheon, representing such diverse publications as SEVENTEEN, LA VIE FRANCIER, CENTRAL NEWS AGENCY OF CHINA, WORLD TELEGRAPH, RUSSIAN DAILY, JERUSALEM POST, and DI PRESSE of Buenos Aires, Argentina.



Shoptalker-In-Sound . .

On record in this issue of Shoptalker-In-Sound is the entire formal presentation made by President Daniel Parker at the recent press conference in New York announcing Parker's participation in the World's Fair. He outlines the history and careful consideration behind our decision to exhibit at the Fair, explains our goals and relates how we will accomplish them.



New Computer Installed

Today the computer has become an intricate part of the operations of any big business. At Parker, a new computer system—one of the few of its kind in this area—has been installed in the Data Processing Division on the third floor of the General Office Building. An IBM 1401 Tape Ramac (pictured above), it makes calculations at the speed of light. A computer's working speed is limited almost solely by the speed in which data is fed into it. Older style computers receive data from cards. In an hour, 50,000 cards could be processed. With the 1401's new tape system, the same amount of information can be processed in about ten minutes.

The computer is a favorite subject for cartoonists and comedians. Computer is a house-

hold word. But what do they actually do? At Parker, the computer system performs a wide variety of jobs. It actually prints shipping orders. It compiles reports on demands for production. Invoices for goods shipped are calculated and printed by the computer. It provides valuable marketing information by breaking down sales into a multitude of categories such as geographic area, product groups and types of accounts. The computer keeps records of all payments due the company and all payments the company owes. It prepares reports relating to inventory status and production requirements. It also calculates and keeps account of the payroll that is important to all of us. It will, in time, even write the payroll checks.

As marvelous as the feats of modern computers are, they still, like any machine, need human direction. Parker's Data Processing Division employes about 40 people to plan and control the computer system.



The giant Vacumatic pen (below) pictured with its conventional sized cousin isn't a special model for old-time salesmen who wanted to write big orders. It's a carefully built replica that recently turned up in the personal effects of William Borgos who was connected with the service department until his death in 1948.

Most of his belongings were put in storage here in Janesville at J. & W. Transfer. Later, his daughter asked that all furniture be sold and the other items disposed of. Harry Knopes, owner of J. & W., kept the giant pen as a curiosity piece and brought it to the attention of Parker Pen. Recently Knopes turned it over to the company for future display and publicity use.



Technical Division technicians Sue Frederickson (left) and Carol Fitzpatrick are pictured with a mound of ink-covered tapes that represent the equivalent of 48 years of writing . . . the results when 48 pens, each with an ink supply that will write for a year in average use, were written dry on special laboratory machines. After being written dry, new ink supplies were attached to the used points. The project was undertaken for the Public Relations Department which recently sent a press kit announcing the new stainless steel ball pens to all major news media. To develop an attention-demanding cover for the news stories enclosed, two of the new ball pens were attached to the front of the portfolio. A printed message told that one pen was brand new and the point of the other had the equivalent of a year's use. Those editors receiving the kit were invited to compare the two pens. The writing qualities of the pens with a year's use were just as good as the new pens.





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